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A SURVEY OF GRADUATE MARKETING COURSES IN AGRICULTURAL ECONOMICS

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Preface

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Introduction

Marketing has always been an integral part of the discipline of agricultural economics, with marketing courses making up an important component of agricultural economics curricula. The purpose of this survey of marketing course outlines is to facilitate a dialogue and exchange of ideas about marketing courses currently offered in agricultural economics among teachers of agricultural marketing. It is hoped that this exchange may provide a basis for possible improvements in the marketing curriculum.

Seventy-four universities across the United States were asked to provide course outlines, syllabi, reading lists, and other materials relating to marketing courses offered in agricultural economics departments. Responses were received from fifty-three universities. A list of participants is provided in the Appendix. Thirty graduate level courses, representing twenty-five universities, are included in this survey.

Our intent is to focus on courses that could be identified as the primary graduate course in agricultural marketing offered by each of the responding universities. For that reason, specialized courses, such as those dealing principally with price analysis, futures markets, specific commodities, cooperatives, or marketing management were not incorporated into this survey, unless such a course was the only course in marketing offered at the graduate level by a school.

The materials received have been organized and summarized into a standard format, consisting of:

- (1) Course Title
- (2) Number of Credits
- (3) Course Objectives
- (4) Textbook
- (5) Course Outline
- (6) Reading List.

Summary sheets for each course are presented below. Courses taught at universities known to operate on a quarter system are denoted by the word "quarter," placed after the number of credits. Reading lists from all courses have been combined into a master bibliography, which appears after the Course Summaries section. For each individual course summary, the number that appears in the reading list section (section 6) corresponds to the numbered references in the Bibliography. An "N.A." (not available) on a Summary Sheet indicates that the corresponding information was not included in the received materials.

A Brief Analysis

Marketing encompasses a vast body of literature, theory, and methods. A quick scan of the course summaries will confirm that the field of marketing is too vast to be covered in its entirety in a single course. Although the taxonomy is not well defined, the courses contained herein can probably be described as either traditional or modern, depending on the subject matter emphasized. (Examples are given below.)

By traditional, we refer to marketing courses that focus on the theories developed to explain economic behavior when market conditions approach the competitive ideal. In other words, these courses might include topics on (Marshallian) theories of the consumer and firm and the classic marketing questions of when, where, what, how, and to whom goods and services are produced and distributed. These courses often have a methodological slant and may explore spatial, temporal, multi-product and/or plant location modeling techniques. Cost, efficiency, and price determination would be approached assuming competitive conditions prevailed in the market.

The modern type of marketing course, by our taxonomy, may best be described as being built around the structure-conduct-performance paradigm or industrial organization theories. Price determination in these courses is more concerned with market structure, coordination, and the bargaining process. Topics on imperfect competition and legal issues, such as anti-trust, are often important components of such courses. The modern course, being concerned with structure, is more likely to have topics on cooperatives, marketing orders, advertising, and the like.

Given this admittedly imperfect nomenclature, we would identify approximately one-third of the courses contained herein as modern, about one-fifth are traditional, roughly one-third have elements of both modern and traditional courses, and three could not be identified with either category. Examples of the modern marketing courses would be the courses numbered XI, XIV, XVIII, and XXVII. Examples of what we have categorized as traditional marketing courses would be the courses numbered IV, XVII, XXII, and XXIV. Courses numbered XIII, XIX, XXV, and XXVI, contain elements of both the traditional and modern approach. The substance of courses XXI and XXIII are unknown. Course XXIX, which fits neither the traditional nor modern category, seems to be best described as the type of marketing course one might expect to be taught in a business school.

The subject matter covered in these courses varied, but some similarities can be found. Standard industrial organization topics on structure, conduct, and performance are covered in about two-thirds of the courses. About one-third of the courses cover such topics as supply and demand theory, imperfect competition theory, and empirical modeling and theoretical approaches to the questions of space, time, and form. About one-fifth to one-fourth of the courses contained topics such as futures markets, commodity models, cooperatives, market orders, and international or interregional trade. About one-fourth

of the courses had a unit on the relation of marketing to economic development. And, about one-third of the courses had sections devoted to the policy and welfare implications of marketing problems and government marketing programs.

The range and diversity of subject areas is reflected in the course reading lists.¹ Three courses had no readings listed other than a textbook. Several had less than 10 readings. A few had quite long reading lists, which one might assume were used more as reference lists than only for assigned reading.

There was very little uniformity or overlap of cited references across courses, as the number of references probably suggests. Table 1 shows that frequency with which references were cited. Bressler and King's text, Markets, Prices, and Interregional Trade (123) was cited most frequently, 13 times. Bain's book, Industrial Organization (56) is cited in 10 courses, Breimyer's book, The Economics of Product Markets of Agriculture (105) and the article by Clodius and Mueller, "Market Structure Analysis as an Orientation for Research in Agricultural Economics," (155) are cited 9 times. Other authors that are cited six to eight times are: Breimyer (104), Scherer (683), Sorenson (729), Handy and Padberg (327), Martin (517), Farris (240), King and Logan (420), and Marion and Handy (506). One-half of the courses do not list a text. The most frequently used texts (four times each) are Bressler and King (123) and Scherer (695).

Although it is difficult to be certain, one might surmise that the books by Bressler and King, Bain, and Breimyer are listed primarily as general references. The large number of references used in these 30 courses and the fact that 95% of the references are used in only three courses or less (78% are used in only one course) is quite interesting, although it is hard to draw any meaningful conclusions from those data. Perhaps it suggests that the literature is sufficiently broad to enable us to rely on a number of works. It also suggests that marketing is such a broadly defined area that it is difficult to describe it with a compact set of literature. A careful search of the course summaries also indicates that many instructors use the works of authors located in their own department or school to illustrate a concept or for empirical examples. This results in a large number of references that are used at only one school. For new subjects, it may be that a seminal writing has not yet been clearly identified. For traditional topics, perhaps so much has been written that no one author or article best explains the topic.

We will leave further analysis and resolution of these questions for the reader.

¹A number of references were omitted because they were incomplete or could not be deciphered. Also note that Bibliography numbers 565 and 818 were not used.

Table 1. The Frequency Distribution of Numbered References.

Number of Courses in which Reference is Used	Reference Number ^a (and Number of References)
13	123 (1)
10	56 (1)
9	105, 155 (2)
8	104, 683, 729 (3)
7	327, 517 (2)
6	240, 420, 506 (3)
5	149, 235, 282, 437, 542, 647, 716, 751, 802 (9)
4	116, 147, 157, 158, 247, 248, 280, 286, 359, 422, 446, 501, 601, 705, 706, 776, 823 (17)
3	46, 96, 118, 208, 236, 252, 269, 386, 404, 428, 441, 463, 495, 505, 518, 552, 563, 584, 585, 619, 668, 676, 696, 698, 725, 731, 734, 746, 749, 752, 768, 793, 821 (33)
2	18, 20, 28, 31, 34, 40, 47, 48, 49, 52, 68, 69, 81, 84, 97, 98, 109, 120, 121, 150, 153, 160, 164, 165, 166, 171, 182, 184, 186, 191, 192, 195, 206, 211, 214, 220, 221, 234, 255, 256, 258, 259, 260, 267, 274, 283, 287, 302, 305, 306, 322, 334, 341, 343, 345, 354, 356, 364, 391, 401, 403, 413, 417, 421, 431, 448, 449, 455, 483, 511, 512, 523, 526, 538, 543, 544, 578, 579, 580, 591, 595, 599, 613, 620, 626, 630, 631, 645, 651, 662, 675, 677, 682, 692, 710, 712, 735, 736, 743, 763, 775, 783, 800, 801, 806, 807, 825, 828, 829, 831 (111)
1	all others (654)

^a The reference number corresponds to the numbered citation in the Bibliography.

GRADUATE COURSE SUMMARIES

1. Title: N.A.
2. Credits: N.A.
3. Objectives: N.A.
4. Text: None
5. Course Outline:

- I. The Theory of Demand

- A. Indifference maps and demand functions
- B. Income as a variable in demand
- C. Elasticity concepts
- D. Psychological and sociological bases for demand
- E. Derivation of aggregate demand

- II. Determination of Market Prices

- A. Theory of supply
- B. Supply and demand for marketing services
- C. Derived demand and supply
- D. A model of intermarket transfers
- E. Interregional competition

- III. Analytical Tools for Demand and Price Structures

- A. Basic concepts of regression and correlation
- B. Multiple regression
- C. Multi-equation models
- D. Distributed lag analysis

- IV. Transfers of Risk and Uncertainty

- A. Utility analysis of choices involving risk
- B. Futures markets

- V. Competition, Bargaining and Market Structure

- A. A model for analyzing bargaining situations
- B. Market structure analysis
- C. Vertical integration

6. Reading List:

- I. 2, 271, 464, 584, 598, 698
- II. 241, 330, 342, 437, 521, 698, 716
- III. 252, 260, 749, 802
- IV. 299, 716, 749
- V. 155, 240, 275, 386, 542, 673, 698, 820

II

1. Title: Economic Analysis of Demand and Trade
2. Credits: 3 (quarter)
3. Objectives: To identify important problems and alternative methods of analysis in demand, interregional trade and location; and to provide students with guidance in an "in depth" literature review in an area of their interests.
4. Text: None
5. Course Outline:

I. Consumer Demand

- A. Demand interrelationships
- B. Separability
- C. Cross section data analysis
- D. Demand projections

II. Commodity Models

- A. Some examples
- B. Intraseasonal models

III. Marketing Aspects

- A. Economic performance
- B. Cooperative bargaining and market control programs

IV. Optimal Location and Spatial Equilibrium Models

6. Reading List:

- I. 36, 38, 63, 64, 65, 66, 80, 91, 92, 97, 125, 128, 194, 198, 199, 272, 286, 293, 295, 296, 302, 303, 331, 339, 340, 369, 374, 375, 376, 377, 401, 440, 448, 451, 458, 470, 569, 617, 621, 628, 633, 638, 652, 667, 670, 679, 753, 754, 755, 756, 765, 766, 830, 834, 838
- II. 78, 81, 146, 181, 224, 227, 253, 262, 267, 268, 282, 289, 290, 310, 346, 352, 372, 373, 418, 424, 441, 442, 447, 475, 480, 482, 491, 494, 496, 516, 517, 568, 570, 590, 623, 674, 733, 802, 835
- III. 49, 76, 81, 96, 150, 155, 184, 355, 356, 360, 391, 431, 486, 487, 506, 524, 547, 580, 599, 624, 626, 640, 668, 692, 702, 703, 707, 710, 784, 805, 826, 836
- IV. 10, 72, 74, 123, 197, 214, 174, 297, 317, 321, 347, 349, 388, 405, 419, 421, 422, 423, 439, 453, 462, 473, 481, 497, 498, 517, 518, 522, 606, 647, 677, 689, 720, 726, 751, 759, 760, 761, 773, 777, 819, 824, 825, 837

III

1. Title: Agricultural Product Marketing
2. Credits: N.A.
3. Objectives: N.A.
4. Text: None
5. Course Outline:

- I. Background Reading in Marketing
- II. Industrial Organization
- III. Behavior in The Beef Market
- IV. Who Will Market Your Products?
- V. Oligopoly
- VI. International Trade and Barriers
- VII. Marketing in Developing Economies

6. Reading List:

- I. 26, 102, 109, 115, 255, 546
- II. 167, 234, 344, 506, 509, 620
- III. 16, 17, 285, 787
- IV. 429
- V. 18, 19, 145, 307
- VI. 7, 8, 366, 367, 489, 691, 785
- VII. 220, 335

IV

1. Title: Intermediate Consumption Economics and Agricultural Marketing
2. Credits: 4 (quarter)
3. Objectives: Theoretical foundations of consumer choice and demand theory are covered at the intermediate level. Consumption and demand for agricultural products and services are theoretically and empirically analyzed. The role of demand and consumption in the allocation of products through the time, form and space dimensions of markets are analyzed.
4. Text: None
5. Course Outline:
 - I. Economic Theory of Consumer Behavior
 - A. Historical development
 - B. Critical assumptions underlying theoretical development
 - C. Cardinal utility concept
 - D. General maximization procedure
 - E. Marginal rate of substitution
 - F. Ordinal utility
 - G. Indifference curves
 - H. Demand functions
 - I. Income and substitution effects
 - J. Price and income elasticities
 - K. Price, income and budget relationships (Cournot Aggregation, Engle Aggregataion, etc.)
 - L. Aggregate market demand
 - M. Applied demand analysis (time series and cross-sectional approaches)
 - N. Demand shifts
 - O. Price flexibilities

II. Consumer and Market Demand; Individual and Aggregate Supply; Price Discovery

- A. Assumptions of perfect competition
- B. Supply functions
- C. Market equilibrium
- D. Derived demand and marketing margins

III. Spatial market equilibrium

- A. Spatial market equilibrium (spatially separated competitive markets)
 - 1. production and consumption fixed
 - 2. production and consumption variable
- B. Space and transfer cost
 - 1. transfer cost
 - 2. transfer surface
 - 3. alternative modes of transportation
 - 4. collection and delivery points
- C. Markets with spatially dispersed production
 - 1. site-price surface
 - 2. law of market areas
 - 3. market boundaries
 - 4. production costs and irregular transfer costs
- D. Efficient organization within market areas
 - 1. problem
 - 2. isolated plants
 - 3. competing plants
- E. Spatial market equilibrium--non-competitive markets
 - 1. introduction
 - a. types of price discrimination
 - b. types of firm behavior
 - c. elasticities and revenue functions
 - 2. market discrimination

IV. Market Equilibrium with Alternative Product Forms

A. Price equilibrium with alternative product forms

1. product form choices
2. product price boundaries
3. more than one plant
4. short run plant costs
5. measurement of plant costs

B. Multiple product plants

C. Multiple product forms and spatially separated markets

1. net values of raw product
2. product boundaries
3. market demands and supplies
4. seasonal variations in product boundaries
5. selection of product form

V. Temporal Market Equilibrium

- A. Time dimension and storage costs
- B. Two period demand
- C. Multi-periods
- D. Carry-over between production periods
- E. Allocation with the imperfect markets

6. Reading List:

- I. 159, 359, 452
- II. 123, 159, 282, 359, 480, 643, 776, 827
- III. 123, 359, 793
- IV. 123
- V. 123

1. Title: Industrial Organization of Agricultural Markets
2. Credits: 4 (quarter)
3. Objectives: Application of economic theory to analysis of market structure and its impact on conduct and performance of the industry in relation to other sectors of the economy. An evaluation of the effects of current public policy and institutional arrangements under which the marketing system operates.
4. Text: Frederic M. Scherer, Industrial Market Structure and Economic Performance, Chicago, Rand McNally, 1970.
5. Course Outline:
 - I. Introduction to Industrial Organization
 - A. Problems and concepts
 - B. Methods
 - C. History of industrial organization
 - D. Structure, conduct, and performance
 - II. Static Theory of Perfect Competition
 - A. Assumptions of perfect competition
 - B. Short run equilibrium
 - C. Industry supply curve
 - D. Long run equilibrium
 - E. Optimal equilibrium
 - F. Political arguments for perfect competition
 - G. Dynamics of industries
 - H. Industry cost analysis
 - I. Taxation and perfect competition
 - III. Monopoly Theory
 - A. Causes and assumptions
 - B. Equilibrium theory
 - C. Long run versus short run
 - D. Dynamics of the monopoly model
 - E. Cost analysis
 - F. Comparison of monopoly and perfect competition
 - G. Price discrimination
 - IV. Monopolistic Competition
 - A. Assumptions

- B. Equilibrium theory
- C. Comparisons with other models

V. Oligopoly Theory

- A. Assumptions
- B. Stackelberg model
- C. Kinked demand curve
- D. Collusive oligopoly
- E. Cartels and price leaderships
- F. Dominant firm theory
- G. Market sharing theory

VI. Industry Concentration

- A. Overview of concentration in agriculture industries
- B. Learner index
- C. Rothschild index
- D. Bain's index
- E. Papondreaus' index
- F. Consumer surplus
- G. Concentration ratios--SLC
- H. Lorenz curve
- I. Herfindahl index
- J. Hall-Tidemand and CCI Indices

VII. Markov Chains and Concentration

- A. Method and interpretation
- B. Applications and research

VIII. Conditions of Entry and Exit

- A. Entry and entry forestalling price theory
- B. Barriers to entry
- C. Product differentiation
- D. Economies to scale
- E. Absolute cost
- F. Market share

IX. Survey of Food Industries

- A. Overview of structures--by commodities
- B. The food commission
- C. Technical changes in agriculture
- D. Uniqueness of agriculture markets

X. Vertical Integration in Agriculture

- A. Coordination versus integration
- B. Why has it occurred
- C. Growth in cooperatives
- D. Alternative forms of vertical integration

XI. Cooperative Theory

- A. Micro theory
- B. Short and long run models
- C. Open and restrictive membership
- D. Structural dimensions of cooperatives
- E. Legal considerations

XII. Forward Pricing

- A. Problem of risk in agriculture
- B. Methods of forward pricing
- C. Futures trading and theory

XIII. Market Orders and Related Structures

XIV. Review of Legal Structure

- A. Mergers
- B. Joint ventures
- C. Cooperatives
- D. Others

6. Reading List:

683 (text)

VI

1. Title: Problems in Marketing Agricultural Products
2. Credits: 4
3. Objectives: Include identification of selected economic problems in the marketing of agricultural products, the examination of relevant economic theory and empirical methodologies needed for their analysis and interpretation of research results. Emphasis is placed on exploring advantages and disadvantages of alternative empirical approaches, examining their underlying assumptions and identifying potential directions for research.
4. Text: Raymond G. Bressler, Jr. and Richard A. King, Markets, Prices and Interregional Trade, New York, John Wiley and Sons, Inc., 1970.
5. Course Outline:
 - I. Agricultural Marketing: Introduction and Background
 - A. Marketing economics
 - B. Alternative criteria for analyzing marketing activities
 - C. Trade as an extension of micro-marketing
 - D. Marketing research
 - II. Productive Efficiency in Marketing Firms and Industries
 - A. Selected theoretical framework for analysis of productive efficiency
 1. production systems in marketing firms
 2. plant costs and length of operation
 3. multiple service plants
 - B. Measurement of firm and industry efficiency
 1. plant output and cost relationships
 - a. descriptive analysis
 - b. statistical analysis
 - i) frontier functions
 - ii) probabilistic approach
 - iii) unit profit function
 - iv) cost functions and economies of scale
 - c. economic engineering approach
 - d. survivor technique
 - C. Assembly and delivery costs
 1. spatial components of marketing costs

D. Efficient organization within market areas (plant location)

1. continuous space
2. discrete space

E. Marketing coordination systems

1. total system analysis
 - a. vertical integration
 - b. systems approach

F. Feasibility studies

III. Efficient Allocation Over Space, Form and Time

- A. Marketing margins and changes in marketing technology
- B. Spatial relationships
- C. Form relationships
- D. Temporal relationships
- E. Usefulness and limitations of pricing efficiency studies
- F. Market structure, conduct and alternative performance dimensions

IV. International Trade

- A. General principles and policies related to agriculture
- B. Measurement of the degree of protection
- C. Measurement of the effects of protection
- D. Estimating supply/demand relationships for international markets
- E. Commodity models
 1. general
 2. equilibrium econometric models
 3. spatial models
- F. Instability in national and international markets
- G. Government intervention

V. Price Making Institutions

- A. Alternative pricing arrangements
- B. Criteria for evaluating alternative pricing arrangements
- C. Cooperatives, bargaining, marketing orders and price discrimination

VI. Demand Stimulation

- A. Advertising
- B. Coupons
- C. Food stamps

VII

1. Title: Macro-Marketing in the Food Industries

2. Credits: 4

3. Objectives: N.A.

4. Text: None

5. Course Outlines:

I. An Analytical Framework for the Food Industries

- A. The modern consumer
- B. Components of the food dollar
- C. Behavior patterns of large food manufacturing firms
- D. Behavior patterns of large food retailers
- E. Industrial organization theory
- F. Interactions

II. Public Initiatives for Civilizing an Industrialized Food System

- A. Traditional antitrust
- B. Consumerism

6. Reading List:

I. 280, 327, 414, 530, 579, 584, 611, 613, 619, 639, 683

II. 32, 39, 191, 361, 615

VIII

1. Title: Economics of Agricultural Marketing
2. Credits: 3
3. Objectives: This course will focus primarily on marketing research. We will discuss economic theory and methods of analysis as they are applied to solutions of marketing problems. Previous research will be critically analyzed in terms of the use of theory and analytical methods. The purposes of the course are (1) to give the student a better understanding of the marketing process, and (2) to develop a greater capacity to conduct marketing research.
4. Text: Raymond G. Bressler, Jr. and Richard A. King, Markets, Prices and Interregional Trade, New York, John Wiley and Sons, Inc., 1970.

5. Course Outline:

I. Introduction

- A. Concept of a market
- B. Marketing functions
- C. Development of marketing research to present state of the arts
- D. Need for analysis in marketing research
- E. Problems in doing marketing research

II. Application of Theory to Marketing Problems

- A. Efficiency and the competitive norm
- B. Imperfect competition
- C. Market structure framework

III. Problems Regarding What to Market

- A. Form and quantity
- B. Grading
- C. Product differentiation
- D. Price discrimination
- E. Product mix
- F. Simple products and multi-product forms

IV. Problems Regarding When to Market

- A. Seasonal changes in supply and demand
- B. Storage
- C. Inventory
- D. Temporal flows
- E. Futures markets

V. Problems Regarding How to Market

- A. Costs and physical efficiency relationships

VI. Problems Regarding Where to Market

- A. Location theory
- B. Transportation costs
- C. Interregional competition
- D. Channels of trade
- E. Market areas
- F. Plant location
- G. Organization within markets and equilibrium between markets

VII. Regional Specialization and Trade

- A. Comparative advantage
- B. Product flows
- C. Regional price structures
- D. Institutional and other barriers to trade

VIII. Distribution of Marketing Returns

- A. Margins
- B. Incidence of changes in prices
- C. Welfare considerations

IX. Methods of Market Coordination

- A. Contracting
- B. Vertical integration
- C. Traditional coordination through pricing
- D. Commodity systems approach
- E. Transfer price problems
- F. Structure alternatives

X. Analysis of Institutional Factors

- A. Regulation and the concept of workable competition
- B. Industry organization
- C. Relations among market participants
- D. Modelling institutional factors

XI. Policy Analysis--with focus on welfare considerations

6. Reading List:

- I. 43, 44, 46, 105, 123, 157, 192, 216, 222, 437, 523, 537, 538, 576, 578, 705, 710, 716
- II. 41, 50, 51, 56, 69, 149, 154, 177, 239, 247, 249, 270, 359, 362, 400, 474, 479, 488, 506, 529, 577, 595, 649, 660, 665, 683, 687, 717, 725, 731, 748, 749
- III. 45, 52, 61, 123, 138, 178, 214, 242, 284, 360, 393, 448, 449, 526, 591, 632, 650, 659, 768, 802, 803, 807
- IV. 118, 123, 254, 441, 630, 676, 713, 748, 764, 776, 828
- V. 40, 48, 53, 84, 88, 121, 122, 123, 144, 156, 171, 201, 215, 235, 236, 287, 305, 306, 365, 416, 420, 446, 483, 517, 543, 544, 549, 601, 634, 647, 678, 751, 752, 763, 800, 801, 831
- VI. & VII. 42, 47, 48, 123, 140, 206, 244, 274, 341, 403, 404, 422, 605, 651, 662, 675, 783
- XI. 54, 323, 518

IX

1. Title: Advanced Agricultural Marketing
2. Credits: 3
3. Objectives: To delineate the field of agricultural marketing and explain its relevance to agricultural economics research. To develop an appreciation and understanding of the role of economic theory in agricultural marketing research and to apply this theory to agricultural marketing problems. Explain the changing economic structure of U.S. agricultural industries and identify the related implications of these changes. Outline and compare various criteria for evaluating the performance of agricultural markets and assess policy implications which influence performance. Define and explain the concept of market coordination, identify methods of coordination, and analyze the advantages and disadvantages of various coordination activities. To demonstrate the student's ability to organize, develop, and present in oral and written form an analytical piece of research dealing with one of the areas of agricultural marketing.
4. Text: N.A.
5. Course Outline:
 - I. Background.
 - II. Scope and Orientation of Agricultural Marketing Research.
 - III. Theoretical Background for Market Analysis.
 - IV. Efficiency in Marketing of Agricultural Products.
 - V. Cooperatives in Agricultural Marketing.
6. Reading List:
 - I. 105, 147, 208, 437, 716, 729
 - II. 109, 116, 155, 157, 212, 435, 683, 705, 706, 736
 - III. 57, 58, 83, 158, 249, 607, 683, 719, 749
 - IV. 120, 123, 235, 269, 425, 426, 685, 772, 804
 - V. 354, 386, 428, 550, 551

1. Title: Seminar in Marketing
2. Credits: N.A.
3. Objectives: To discuss monopolistic (sonistic) and oligopolistic (sonistic) market structure models with emphasis on application to agricultural processing and distributing firms. To discuss the various forms of vertical coordination and how they influence the structure and efficiency of the production-market interface. To discuss the principles of collective bargaining, and the application of bargaining to unorganized groups. To review recently published articles covering market structure, conduct and performance to analyze usage of the market models and bargaining tools in studies of existing and theoretical markets.
4. Text: None
5. Course Outline:
 - I. Introduction
 - II. Introduction to Imperfect Competition
 - III. Theory of Imperfect Competition (Sell side)
 - IV. Criticisms of Monopolistic Competition
 - V. Competition in Agriculture
 - VI. Theory of Imperfect Competition (Buy side)
 - VII. Concentration and Market Power
 - VIII. Antitrust Legislation
 - IX. Vertical Coordination
 - X. Collective Bargaining
6. Reading List:
 - I. 208
 - II. 149
 - III. 149
 - IV. 105, 203, 781
 - V. 594
 - VI. 594
 - VII. 240, 619
 - VIII. 191, 631
 - IX. 259, 443, 594

XI

1. Title: Agricultural Market Structure and Analysis
2. Credits: N.A.
3. Objectives: N. A.
4. Text: Frederick M. Scherer, Industrial Market Structure and Economic Performance, Chicago, Rand McNally, 1970.
5. Course Outline:

- I. Theory Review

- A. Use of ideal types
- B. Perfect competition theory and practice
- C. Monopoly theory
- D. Monopolistic competition theory and problems
- E. Oligopoly theory

- II. Market Structure

- A. Concentration
- B. Rationale: efficiency
- C. Product differentiation
- D. Market power
- E. Barriers to entry

- III. Market Conduct

- IV. Market Performance

- V. Antitrust and Public Policy Toward Business

6. Reading List:

- I. 30, 56, 67, 86, 149, 153, 165, 207, 209, 210, 247, 249, 259, 266, 318, 328, 336, 337, 358, 370, 401, 409, 415, 463, 476, 477, 478, 512, 593, 604, 647, 718, 721, 722, 734, 767
- II. 56, 73, 98, 155, 163, 395, 456, 495, 681, 688, 715, 739
- III. 56, 136, 351, 535, 635, 648, 724, 768
- IV. 18, 56, 164, 166, 327, 500, 603, 656, 682, 729, 796, 797
- V. 11, 12, 13, 36, 56, 90, 126, 329, 406, 407, 413, 417, 511, 528, 585, 618, 636, 812, 820, 833

XII

1. Title: Industrial Organization of Agricultural Markets
2. Credits: 3 (quarter)
3. Objectives: To assist students in the development of a conceptual framework and a set of analytical approaches for dealing with food system coordination problems in the U.S. and in less developed countries. To increase student familiarity with major agricultural marketing problems and future research opportunities. To familiarize students with agricultural marketing as a subject matter area in agricultural economics.
4. Text: None
5. Course Outline:
 - I. Introduction
 - II. Marketing and Economic Development
 - III. Market Organization and Performance
 - IV. Analysis of Productive Efficiency in Agricultural Marketing
 - V. Vertical Coordination of Agricultural Markets
 - VI. Special Topics
 - A. Agricultural cooperatives
 - B. Regulations
 - C. Transportation
 - VII. Future Research
6. Reading List:
 - I. 104, 218, 507, 644, 706
 - II. 4, 28, 334, 467, 507, 517, 642, 729
 - III. 96, 147, 175, 240, 280, 432, 506, 507, 508, 517, 583, 620, 683, 822
 - IV. 123, 420, 446, 517, 696, 751, 793
 - V. 141, 173, 258, 267, 345, 505, 507, 694, 821, 823
 - VI. 31, 226, 501, 507, 519, 557, 708, 711, 712, 769
 - VII. 46, 233, 507

XIII

1. Title: N.A.
2. Credits: N.A.
3. Objectives: N.A.
4. Text: N.A.
5. Course Outline:

- I. Introduction

- II. Market Organization

- A. Definitions/concepts
- B. Market structure
- C. Market conduct
- D. Concentration
- E. Market performance
- F. Law and economics

- III. Market Dimensions

- A. Marketing efficiency: an overview
- B. Spatial problems
- C. Product form problems
- D. Temporal problems (storage)
- E. Market information

- IV. Marketing Institutions

- A. The economics of institutions
- B. Futures markets
- C. Agricultural cooperatives
- D. Marketing orders and agreements

- V. "Advanced" Topics

6. Reading List:

- I. 104, 116, 123, 196, 736, 744, 762
- II. 14, 25, 34, 56, 71, 81, 93, 155, 157, 189, 195, 221, 234, 240, 311, 326, 338, 350, 430, 461, 502, 520, 542, 552, 578, 586, 595, 616, 671, 672, 723, 738, 746, 802, 816
- III. 29, 123, 143, 252, 269, 282, 286, 343, 390, 402, 420, 422, 446, 518, 525, 543, 601, 622, 647, 662, 676, 745, 752
- IV. 9, 82, 174, 192, 193, 206, 261, 291, 332, 356, 364, 428, 499, 637, 646, 729, 776, 789

XIV

1. Title: Market Organization and Structure
2. Credits: 3
3. Objectives: The market model of pure competition represents an "ideal situation" and is very useful as a guide for comparing models of imperfect competition. The course offers an in-depth study of various types of imperfect competition in the American economy with some emphasis on agricultural industries. The results and consequences of market imperfections are discussed in terms of competitive impact on firms and markets and the impact on society in general.
4. Text: Frederic M. Scherer, Industrial Market Structure and Economic Performance, Chicago, Rand-McNally, 1970.
5. Course Outline:
 - I. Characteristics of Definitions of Structure, Conduct and Performance
 - II. Importance and Relationship of Size Economies to Market Structure
 - III. Theories of Oligopoly Conduct with Emphasis on Pricing
 - A. Early duopoly theories
 - B. Price rigidity and the kinked demand curve
 - C. Dynamic effects of operational practices of firms
 - IV. Coordination of Firm Operating in Imperfect Structures
 - A. Incentives
 - B. Agreements
 - C. Price leadership
 - D. Competitive pricing
 - V. Conditions Limiting Coordination Among Firms
 - A. Nature and number of firms
 - B. Product heterogeneity
 - C. Relative cost differences
 - VI. Dynamics of Monopoly and Oligopoly Pricing
 - A. Nature of the product and industry structure
 - B. Entry barriers and pricing
 - C. Alternative theories of the firm
 - D. Countervailing power/bilateral oligopoly

VII. Price Discrimination

- A. Types
- B. Conditions
- C. Legality and antitrust

VIII. Conglomerate Influence and Implications

IX. Welfare Implications of Imperfect Competition

- A. Ideal of pure competition
- B. Efficiency
- C. Welfare loss due to imperfections
- D. Workable competition

X. Policy Approaches to Correct Problems of Imperfect Competition

- A. Theory of regulation
- B. Consumer information
- C. Public ownership
- D. Antitrust and workable competition

XI. Antitrust Activity in Relation to Structure and Conduct

- A. Size, merger
- B. Price fixing; retail price maintenance
- C. Exclusive dealings and tying contracts

XII. Agricultural Industries-Overview

6. Reading List:

56, 683, 742, 746

1. Title: Theory of Markets
2. Credits: 3 (quarter)
3. Objectives: This course presents, at a beginning graduate level, usual market theory, including the approach of industrial organization, and applications. Its purpose is to aid students in understanding what is going on in today's economy and particularly in U.S. agriculture-agribusiness.
4. Text: Charles L. Cole, Microeconomics: A Contemporary Approach, Harcourt Brace, 1973;

Harvey Leibenstein, Beyond Economic Man, Harvard University Press, 1976;

Willard F. Mueller, A Primer on Monopoly and Competition, Random House, 1970.
5. Course Outline:
 - I. Market Models
 - A. The nature of theory
 - B. Pure and perfect competition
 - C. Monopoly
 - D. Monopolistic competition
 - E. Oligopoly
 - F. Market structure and performance
 - II. Price Takers and Price Makers; Free and Restricted Competition: More Realistic Theory?
 - III. Theories of Persons, Firms and Competition (intrafirm and interfirm)
 - IV. Giant Firms and Market Concentration of Price Makers
 - A. Extent of concentration
 - B. Managerial motivation: who decides what?
 - C. Economies of scale: is size required by technology?
 - D. Entry barriers and other determinants of concentration
 - E. Pricing in big business and by large sellers
 - F. Market power and inflation
 - G. Conglomerates
 - H. Implications of conglomerates for competitive theory

V. Vertical Systems and Countervailing Power for Price Takers;
Vertical Coordination

VI. Policy

6. Reading List:

- I. 149, 158, 159, 465, 790
- II. 22, 627, 698
- III. 21, 465
- IV. 21, 56, 158, 276, 280, 283, 410, 495, 514, 561, 563
- V. 247, 279, 505, 657, 725, 821
- VI. 20, 147, 180, 258, 408, 501, 564, 680

XVI

1. Title: Economics of Marketing
2. Credits: 3 (quarter)
3. Objectives: Oriented toward the economic principles that help to explain the functioning of the marketing system for farm products viewed as a total system extending from farm-gate delivery to final consumption. It has considerable empirical content but it is built around the functions the system performs rather than either commodities as such or merchandising practices as such. The student is expected to have a background knowledge of principles of the economics of agriculture and a Master's level understanding of microeconomics principles.
4. Text: Harold F. Breimyer, Economics of the Product Markets of Agriculture, Ames, Iowa, Iowa State University Press, 1976.
5. Course Outline:
 - I. Marketing in the Economic System
 - II. Welfare Goals in Marketing
 - III. Economics of the Marketing Firm
 - IV. Competitive Structure of the Market
 - V. Dimensions and Structures of the Marketing System for Farm Products in the United States
 - VI. Performance of the Marketing System: The Role of Marketing Research
 - VII. Governmental Policies in Marketing
 - VIII. Economics of Transportation
 - IX. Location of Marketing Enterprise and Competitive Structure
 - X. Marketing in Economic Development
6. Reading List:
 - I. 24, 104, 111, 116, 169, 213, 380, 381, 625, 782
 - II. 105
 - III. 33, 105, 117, 185, 251, 490, 553, 587, 700, 815
 - IV. 103, 105, 152, 155, 188, 213, 283, 327, 427, 539, 542, 587, 588, 589, 631, 693, 731, 734, 780
 - V. 105
 - VI. 3, 15, 101, 105, 107, 108, 112, 114, 172, 223, 309, 531, 533, 596

XVII

1. Title: Agricultural Markets and Prices

2. Credits: 3

3. Objectives: To study economic theories and quantitative methods that are useful for analyses of problems in agricultural marketing and pricing. The goal is to enhance the student's ability to appraise problems, models, techniques, and analyses and to formulate and conduct meaningful marketing research.

4. Text: None

5. Course Outline:

I. What is a Market, What is Marketing?

II. The Microeconomics of Marketing

- A. A review of traditional consumption and production theory
- B. What to market
- C. When to market
- D. How to market
- E. Where to market

III. The Macroeconomics of Marketing

- A. Aggregation
- B. General equilibrium
- C. The theory of trade
 - 1. Comparative advantage
 - 2. The Heckscher-Ohlin model
 - 3. The Neoclassical model
- D. Welfare analysis
- E. Spatial equilibrium

6. Reading List:

- I. 46, 56, 68, 104, 105, 123, 157, 257, 433, 437, 538, 695, 706, 716, 750
- II. 35, 40, 52, 53, 84, 97, 105, 118, 121, 123, 131, 133, 156, 165, 182, 183, 235, 236, 286, 287, 298, 305, 306, 315, 320, 322, 325, 359, 389, 420, 441, 449, 457, 483, 517, 548, 571, 573, 597, 601, 630, 641, 666, 696, 751, 752, 763, 774, 800, 801, 802, 807, 813, 828, 829, 831
- III. 27, 47, 48, 105, 123, 131, 137, 139, 148, 171, 184, 230, 302, 312, 313, 324, 341, 359, 382, 383, 387, 397, 403, 404, 412, 422, 523, 544, 651, 661, 675, 728, 757, 758, 783, 795, 825

XVIII

1. Title: Agricultural Marketing and Public Policy
2. Credits: 3
3. Objectives: To introduce Industrial Organization as an orientation to research in the marketing of agricultural products. The markets considered extend from the farm gate to the final consumer. The course emphasizes empirical testing of relationships among structure, conduct and performance within these industries and the role of public policy in achieving socially desirable performance goals. Extensions of this methodology to include non-quantifiable performance objectives such as nutrition and to conducting analysis with limited data in developing areas are also considered.
4. Text: Frederic M. Scherer, Industrial Market Structure and Economic Performance, Chicago, Rand-McNally College Publishing House, 1970.
5. Course Outline:
 - I. Introduction and Survey of Research in Agricultural Marketing
 - II. Survey of Industrial Organization Concepts and Methodology
 - A. Industrial organization as an orientation to research
 - B. Structure, conduct and performance
 - C. Causes of market structure
 - D. Empirical research in industrial organization
 - III. Structure and Performance in the Food Industries
 - A. Empirical studies
 - B. Public regulation for improved performance
 - IV. Vertical Coordination Systems
 - A. Theory of vertical integration
 - B. Vertical coordination in the food sector
 - C. Cooperative theory and functions
 - D. Public regulation for improved performance
 - V. Subsector Analysis: The Livestock Industry
 - VI. Agricultural Marketing in Developing Countries

6. Reading List:

- I. 104, 107, 705, 779
- II. 55, 56, 151, 153, 155, 162, 164, 166, 200, 221, 240, 246, 273,
278, 294, 322, 384, 385, 413, 463, 495, 512, 513, 555, 558,
608, 610, 613, 653, 682, 683, 690, 725, 731, 740, 746, 808,
809
- III. 96, 142, 161, 170, 176, 232, 245, 327, 384, 399, 504, 510,
511, 556, 562, 567, 583, 585, 614, 619, 620, 683
- IV. 23, 316, 327, 354, 356, 357, 492, 501, 503, 505, 527, 541,
542, 612, 626, 727, 823
- V. 1, 316, 345, 437, 581, 585, 602, 609, 645, 658, 701, 798
- VI. 243, 281, 469, 471, 737, 743, 814

XIX

1. Title: Marketing Economics in Agriculture

2. Credits: 3 (quarter)

3. Objectives: To improve skills of scholarship and intellectual craftsmanship. To acquaint the student with relevant concepts and theories of development processes, industrial organization, vertical coordination, efficient allocation over space, time and form, and public policy considerations in agricultural markets. To assist the student in developing an ability to apply these concepts and theoretical and statistical constructs to solve agricultural marketing problems. To facilitate the student's ability to develop theoretical implications and feasible prescriptions for public policies to improve the performance of agriculture-related production-distribution systems.

4. Text: Richard Kohls and David Downey, Marketing of Agricultural Products, Macmillan, 1972.

Robert Dorfman, Prices and Markets, Prentice Hall, 1972.

Richard Caves, American Industry: Structure, Conduct, Performance, Prentice Hall, 1972.

C. E. Ferguson, Microeconomic Theory, Irwin, 1969.

5. Course Outline:

I. Introduction

II. Marketing and Economic Development

III. Market Organization and Performance

A. Introduction

B. Market structure

C. Market conduct

D. Market performance

IV. Efficient Allocation Over Space, Time and Form

A. Space

B. Time

V. Vertical Market Organization

A. Non-price coordination

- B. Cooperatives and joint ventures
- C. Collective bargaining
- D. Marketing boards and orders

VI. Agricultural and Market Policy

6. Reading List:

- I. 104, 105, 668, 706
- II. 28, 204, 288, 334, 468, 517, 532, 534, 664, 743, 810
- III. 70, 94, 186, 282, 417, 506, 517, 548, 560, 563, 600, 683
- IV. 118, 301, 353, 420, 446, 517, 647, 696, 792, 793, 799, 829
- V. 5, 31, 34, 62, 150, 187, 190, 391, 428, 444, 445, 572, 712, 823
- VI. 517

1. Title: Agricultural Market Policy and Organization

2. Credits: N.A.

3. Objectives: This course is designed to increase your understanding of marketing processes and systems, and to help you develop a conceptual framework which can be used to make effective marketing decisions. More specific objectives are:

1. Develop an understanding of the environment within which the marketing firm must operate.
2. Examine relationships and interactions among the economic stages of marketing activity which make up the marketing system.
3. Examine the micro-macro issues with regard to public policy, including proposals to enhance marketing system efficiency.
4. Improve the ability to adapt tools useful in solving marketing problems.

4. Text: None

5. Course Outline:

I. Introduction and an Approach to Problem Solving

A. Scientific method

II. Market Development

- A. Feasibility studies
- B. Consumer behavior
- C. Advertising
- D. New products

III. Public Policy

- A. Goals, norms, restraints, aids

IV. Market Systems

- A. Alternative systems
 1. Structure, conduct, performance
- B. Research Orientation

V. Location, Transportation, and Interregional Competition

- A. Theory
- B. Rates and I.C.C.
- C. Interregional competition

VI. Pricing Policies

- A. Under imperfect competition
 - 1. Price leadership
 - 2. Multiple pricing
- B. Alternative objectives
 - 1. Market penetration and market share
 - 2. MC pricing
 - 3. Profit margins
 - 4. Basing-point pricing

VII. Impact of Market Information

- A. Role, value measurement, information systems

VIII. Role of Marketing in Economic Development

IX. Other Issues of Current Interest

6. Reading List:

- I. 127, 129, 304, 379, 455
- II. 211, 684, 686, 735

1. Title: Agricultural Marketing
2. Credits: 3
3. Objective: To evaluate the nature, function, and role of markets for agricultural products and the agricultural marketing process. This evaluation will rest heavily on the analytical framework provided by basic economic theory and accepted research methodology. Critically review a representative sample of the literature and research in the area of agricultural markets and marketing. To identify current issues in research and policy relating to agricultural markets and marketing.
4. Text: None
5. Course Outline: N.A.
6. Reading List: N.A.

XXII

1. Title: Agricultural Marketing and Prices
2. Credits: N.A.
3. Objectives: Understand theory of alternative market structures and their impact on conduct and performance within the market. Become familiar with the theory of alternative marketing techniques. Review analytical tools for conducting basic market research.
4. Text: W. G. Tomek and K. L. Robinson, Agricultural Product Prices, Ithaca, New York, Cornell University Press, 1971.
5. Course Outline:
 - I. Review and Introduction
 - II. Demand Theory
 - III. Supply Relationships
 - IV. Price Differences and Variability
 - A. Marketing margins
 - B. Quality differentials
 - C. Price discrimination
 - D. Spatial equilibrium
 - E. Interregional competition
 - F. Dynamic equilibrium models
 - G. Price indexes
 - V. Pricing Institutions
 - A. Alternative marketing mechanisms
 - B. Commodity futures market
 - VI. Empirical Price Analysis
 - A. Research proposals
 - B. Model specification
 - C. Identification
 - D. Forecasting
6. Reading List:

116, 160, 252, 300, 327, 776

XXIII

1. Title: Marketing and Resource Use
2. Credits: 3 (quarter)
3. Objectives: N.A.
4. Text: Contemporary Agricultural Marketing, The University of Tennessee Press, 1968.
5. Course Outline:
 - I. Background Issues
 - II. Analytical Tools for Measuring Resource Use
6. Reading List:
 - I. 124, 211
 - II. 89, 119, 120, 211, 235, 236, 269

XXIV

1. Title: Agricultural Marketing
2. Credits: N.A.
3. Objectives: To introduce the student to the subject of agricultural marketing at the graduate level; to provide a theoretical framework for the analysis of practical marketing problems; to acquaint the student with some of the more important literature in the agricultural marketing subject matter area.
4. Text: Raymond G. Bressler Jr. and Richard A. King, Market, Price, and Interregional Trade, New York, John Wiley and Sons, Inc. 1970.

5. Course Outline:

I. Agricultural Marketing

- A. Concept of a market
 1. definition of markets and marketing
 2. functions of the market
 3. scope of agricultural marketing

II. Derived Demand for Farm Products

- A. Consumer demand
- B. Production of marketing services
- C. Farm level demand
- D. Evaluation of marketing margins

III. Concept of Marketing Efficiency

- A. Economic efficiency
 1. technical efficiency
 2. pricing efficiency

IV. Pricing in Agricultural Markets

- A. Price discovery and determination
- B. Role of competition in price discovery
- C. Prices over space
- D. Prices over time
- E. Prices over form
- F. Futures prices and hedging
 1. mechanics of hedging
 2. forecast ability of futures prices
- G. Economics of information
- H. Price forecasting and outlook

V. Efficient Market Organization

- A. Plant location
- B. Feasibility analysis

VI. Alternative Market Structures and Practices

- A. Bargaining power
- B. Advertising
- C. Marketing orders
- D. Vertical integration and coordination
- E. Marketing alternatives

6. Reading List:

- I. 104, 123, 716
- II. 75, 219, 249, 264, 282, 292, 515, 554, 778, 786, 794
- III. 123, 235, 436, 463, 466, 601, 692, 747
- IV. 23, 123, 132, 160, 182, 256, 263, 265, 314, 333, 343, 364, 368, 396, 398, 431, 472, 485, 517, 629, 668, 669, 676, 697, 699, 730, 732, 741, 775
- V. 123, 420, 421, 735, 751, 791, 811
- VI. 49, 98, 130, 154, 168, 371, 392, 394, 434, 450, 526, 542, 591, 599, 645, 704, 768, 821, 823, 832

XXV

1. Title: Market Organization and Structure
2. Credits: 3
3. Objectives: To make the student aware and knowledgeable of the literature in terms of economic theory and research tools surrounding agricultural marketing. Emphasis will be placed upon the use of economic theory and research tools in analyzing marketing problems.
4. Text: None
5. Course Outline:
 - I. Role of Marketing from Different Perspectives
 - II. Market Supply Demand and Inventory Relations
 - III. Theory of the Firm and Market Equilibrium
 - IV. Industrial Organization
 - V. Consumption Economics
 - VI. Location, Transportation and Trade
 - VII. Interregional Competition
 - VIII. Plant Numbers, Sizes, and Locations
 - IX. Efficiency and Welfare Consideration
 - X. Government Regulations and Trade Barriers
6. Reading List:
 - I. 68, 99, 105, 655, 729
 - II. 69, 286, 359, 363, 517
 - III. 69, 105, 149, 240, 247, 359, 655
 - IV. 105, 135
 - V. 85, 134, 248
 - VI. 105, 123
 - VII. 123
 - VIII. 123, 404, 677
 - IX. 123, 751, 806
 - X. 69, 105, 123, 517, 698
 - XI. 56, 105, 123, 319, 517, 655

XXVI

1. Title: Advanced Agricultural Marketing
2. Credits: 3
3. Objectives: To achieve an understanding of some of the basic theoretical constructs of economics; the relative usefulness of these constructs; and how the theories can be applied to agricultural marketing problems.
4. Text: Raymond G. Bressler and Richard A. King, Markets, Prices, and Interregional Trade, New York, John Wiley and Sons, 1970.

V. L. Sorenson, ed., Agricultural Market Analysis, Development, Performance, Process, Bureau of Business and Economic Research, Michigan State University, 1964.
5. Course Outline:
 - I. Systems Analysis
 - A. An approach to systematic thinking
 - II. The Firm as a Focal Point in Market Analysis
 - A. Variables relevant to appraising firm behavior
 - III. Market Structure Variables and the Analysis of Firm behavior
 - A. Summary of micro theory, demand, supply, etc.
 - IV. Firm Price Output Behavior in Imperfectly Competitive Markets
 - A. Theoretical models
 - V. Market Price in an Exchange Economy
 - A. Individual vs. aggregate theoretical constructs
 - VI. Research Applications
 - A. Discussion of a project statement
 - VII. Price Equilibrium in Spatially Separated Markets
 - A. Transfer costs
 - VIII. Space and Transfer Costs
 - A. Transportation - distance - cost relationship
 - IX. Research Applications
 - A. Discussion of transportation applied research
 - X. Price Discrimination among Markets
 - A. Theoretical construct

- XI. Efficient Organization in Market Areas
 - A. Plant location, numbers, and costs
 - XII. Research Applications
 - A. Discussion of interregional competition model (Stollsteimer) and its use in livestock auction research
 - XIII. Price Equilibrium with Alternative Product Forms
 - A. Plant costs, processing
 - XIV. Research Application
 - A. Synthetic cost analysis
 - B. Examples - livestock auctions, meat packing
 - XV. Efficiency in Marketing
 - A. Efficient unit isoquant
 - XVI. Advertising in the Marketing Process
 - A. Theory vs. advertising Costs
 - XVII. Quality Competition and Product Development
 - A. Consumer behavior and firm strategies
 - XVIII. Research Applications
 - A. Supermarket research projects
 - XIX. Marketing and Economic Development
 - A. Approaches to the study
 - B. Linkages between physical and social systems
6. Reading List:
- 105, 123, 208, 386, 729

XXVII

1. Title: Market Organization of the Agricultural Industries
2. Credits: N.A.
3. Objectives: N.A.
4. Text: N.A.
5. Course Outline:

- I. Introduction

- A. Nature and significance of agricultural markets
 - B. Producer - marketing firm - consumer relationships
 - C. Functional - institutional - commodity approaches
 - D. Marketing services and costs

- II. Economic Analysis and Legal Basis

- A. Price theory and market structure
 - B. Nature of competition
 - C. Legal environment of capitalism

- III. Industrial Organization Analysis

- A. Analytical market framework
 - B. Market structure
 - C. Market conduct
 - D. Market performance
 - E. Public policy and regulation

- IV. Structure and Organization of the Agricultural Industries

- A. Competition in agricultural markets
 - B. Farm inputs
 - C. Food manufacturing and processing
 - D. Food wholesaling
 - E. Food retailing

6. Reading List:

- II. 484

- III. 155, 484

XXVIII

1. Title: Special Topics - Advanced Agricultural Marketing
2. Credits: 3
3. Objectives: To provide a fundamental background in application of economic theory and analysis to problems in agricultural marketing systems.
4. Text: Harold F. Breimyer, Economics of The Product Markets of Agriculture, Ames, Iowa, Iowa State Press, 1976.
5. Course Outline:
 - I. History and Definition of Agricultural Marketing as a Field of Study
 - II. Micro-Economics of Agricultural Marketing Firm Efficiency
 - III. Economics of Market, Industry, and Subsector Organization
 - IV. The Role of Marketing Systems in Economic Development
6. Reading List:

104, 105, 506, 705, 729

XXIX

1. Title: Seminar in Marketing and Market Structures
2. Credits: 3 (quarter)
3. Objectives: To derive and develop for the student a general theory of marketing structure and behavior. To describe and analyze the processes and implications of buyers and sellers seeking satisfaction in a total marketing economy. To allow the student to relate the marketing economy of the real world to the pure theoretical market economy with the use of numerous empirical studies. To familiarize the student with the important social issues in the marketing economy - productivity and efficiency, public policy, and consumer welfare.
4. Text: John C. Narver and Ronald Savitt, The Marketing Economy: An Analytical Approach, Holt, Rinehart and Winston, Inc., New York, 1971.

John C. Narver and Ronald Savitt, Conceptual Readings in the Marketing Economy, Holt, Rinehart and Winston, Inc., New York, 1971.

5. Course Outline:

I. The Marketing Economy and Some Basic Concepts

- A. Definitions of marketing - approaches to study of marketing
- B. Pure market economy
- C. Market forces and want satisfaction
- D. Markets, products and competition

II. The General Structure and Behavior of Marketing

- A. Meaning and sources of marketing structure
- B. Relation between structure and behavior
- C. Functions of exchange and physical flows
- D. Agencies and firms in the system
- E. Total marketing channel
- F. Concept of market areas
- G. Movement in time and over distance

III. Buyer Structure and Behavior

- A. Elements of buyer structure - how they affect the behavior of individuals
 1. economic resources
 2. psychological elements
 3. sociological elements
 4. demographic elements

- B. Process and recognition of buyer behavior
- C. Learning and brand loyalty

IV. Seller Structure and Behavior

- A. Nature of the firm and profit-maximization
- B. Marketing mix and the context of marketing management
- C. Marketing research
- D. Product and marketing channel decisions
- E. Meaning and components of promotion
- F. Economic effects of promotion in marketing
- G. Basic rationale of pricing and competition

V. Social Perspective of the marketing economy

- A. Public policy in marketing
 - 1. antitrust policy
 - 2. mergers and oligopoly
- B. Marketing performance - productivity and efficiency
 - 1. relationship of productivity to efficiency
 - 2. market and unit-level performance
- C. Marketing performance - consumer welfare
 - 1. analysis of consumer welfare
 - 2. the consumer movement
 - 3. consumer sovereignty

6. Reading List:

56, 77, 147, 158, 186, 231, 308, 438, 459, 493, 552, 563, 574,
575, 582

XXX

1. Title: Advanced Agricultural Marketing
2. Credits: N.A.
3. Objectives: N.A.
4. Text: None
5. Course Outline:
 - I. Introduction: The Role of Marketing in the Social System
 - II. Industrialization in Agriculture
 - III. Marketing and Economic Development
 - IV. Market Behavior and Consumer Psychology
 - V. Theory in Marketing
 - VI. Theory of the Firm and Marketing
 - VII. Market Structure
 - VIII. Regulation of Competition in Agricultural Industries
 - IX. Linear Programming Transportation Models
 - X. Commodity Futures.
6. Reading Lists:
 - I. 709, 729
 - II. 95, 771
 - III. 79, 217, 229, 250, 545, 729
 - IV. 87, 411, 592
 - V. 179, 378
 - VI. 280, 454, 729
 - VII. 56, 225, 238, 327, 552, 559, 566, 714, 734
 - VIII. 202, 237, 729, 817
 - IX. 123, 348, 654, 770, 788
 - X. 6, 59, 60, 228, 277, 536, 663, 775

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3. Abbott, J. C., "The Role of Marketing in the Development of Backward Agricultural Economies," Journal of Farm Economics, May 1962, pp. 349-62.
4. Abbott, J. C., "Technical Assistance in Marketing: A View Over Time," a paper presented at the 17th International Conference of Agricultural Economists, Banff, Canada, 1979.
5. Abel, Martin and Michele Veeman, "Marketing Boards," Marketing Alternatives, Leaflet No. 7-10, Cornell University, 1976.
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APPENDIX

Comprehensive List of Participating Universities

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- Auburn University, Department of Agricultural Economics & Rural Sociology¹
 University of Arizona, Tucson, Department of Agricultural Economics^{1,3}
 University of Arkansas, Department of Agricultural Economics & Rural Sociology¹
 University of California, Davis, Department of Agricultural Economics^{1,3}
 Stanford University, Food Research Institute²
 California State University, Fresno, Department of Agricultural Economics¹
 California State Polytechnic University, Pomona, Department of Agricultural
 Business Management/International Agriculture¹
 Colorado State University, Ft. Collins, Department of Economics¹
 University of Connecticut, Storrs, Department of Agricultural Economics &
 Rural Sociology¹
 University of Delaware, Newark, Department of Agricultural & Food Economics¹
 University of Florida, Gainesville, Department of Agricultural Economics^{1,3}
 University of Georgia, Experiment, Department of Agricultural Economics¹
 University of Hawaii, Manoa, Department of Agricultural & Resource Economics
 University of Idaho, Moscow, Department of Agricultural Economics^{1,2,3}
 University of Illinois, Urbana, Department of Agricultural Economics^{1,3}
 Southern Illinois University, Carbondale, Department of Agribusiness Economics
 Purdue University, West Lafayette, Department of Agricultural Economics^{1,2,3}
 Iowa State University, Ames, Department of Agricultural Economics^{1,2}
 Kansas State University, Manhattan, Department of Agricultural Economics^{1,2}
 University of Kentucky, Lexington, Department of Agricultural Economics^{1,2,3}
 Murray State University, Murray, Kentucky, Department of Economics¹
 Louisiana State University, Baton Rouge, Department of Agricultural Economics
 & Agribusiness^{1,3}
 University of Maine, Orono, Department of Agricultural & Resource Economics¹
 University of Maryland, College Park, Department of Agricultural & Resource
 Economics¹
 University of Massachusetts, Amherst, Department of Food & Resource Economics¹
 Michigan State University, East Lansing, Department of Agricultural Economics³
 University of Minnesota, St. Paul, Department of Agricultural & Applied
 Economics^{1,2,3}
 Mississippi State University, Department of Agricultural Economics^{1,3}
 University of Missouri, Columbia, Department of Agricultural Economics¹
 University of Nebraska, Lincoln, Department of Agricultural Economics¹
 University of New Hampshire, Department of Agricultural Economics¹

Cornell University, Department of Agricultural Economics^{1,3}
 North Carolina State University, Raleigh, Department of Economics & Business²
 North Dakota State University, Fargo, Department of Agricultural Economics¹
 Ohio State University, Columbus, Department of Agricultural Economics &
 Rural Sociology^{1,2,3}
 Oklahoma State University, Stillwater, Department of Agricultural Economics^{1,2,3}
 Oregon State University, Portland, Department of Agriculture & Resource
 Economics^{1,3}
 Pennsylvania State University, University Park, Department of Agricultural
 Economics & Rural Sociology¹
 University of Rhode Island, Kingston, Department of Resource Economics
 Clemson University, Department of Agricultural Economics & Rural Sociology¹
 South Dakota State University, Brookings, Department of Economics^{1,3}
 University of Tennessee, Knoxville, Department of Agricultural Economics³
 University of Tennessee, Martin, Department of Economics²
 Middle Tennessee State University, Murfreesboro, Department of Agriculture
 Texas A&M University, Department of Agricultural Economics
 Washington State University, Pullman, Department of Agricultural Economics^{1,3}
 West Virginia University, Morgantown, Division of Resource Management^{1,3}
 University of Wisconsin, Platteville, Department of Agricultural Industries¹
 University of Wisconsin, Madison, Department of Agricultural Economics^{1,2,3}
 University of Wisconsin, River Falls, Department of Agricultural Economics^{1,3}
 University of Wyoming, Laramie, Division of Agricultural Economics^{1,3}

¹ Universities contributing undergraduate level outlines.

² Universities contributing Dual level course outlines.

³ Universities contributing Graduate level course outlines.